

Rep Order# 6837526 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

1 of 4

Station KSNV-TV LAS VEGAS, NV.

Advertiser () DEM CNG CMP COMM.
Product DCCC
Estimate# 1200

Buyer Katie Keuleman
Phone#
Fax#

Last Received: 07/30/2012 4:03 PM
Printed: 08/02/2012 9:14 AM
Showing Buylines: All Lines

Traffic Order# 104968 Agency () GREAT AMERICAN MEDIA
3050 K ST NW WASHINGTON, DC 20007
Agency CRM/PZE 11/14/1200
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---
SC=*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	TU-F,M	5A-6A		WAKE UP WITH THE WAGNERS	:30	\$450.00	10/09-10/15	5	1	5	\$2,250.00	
2	TU-TH,SU-M	430A-5A		WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	10/09-10/15	4	1	4	\$800.00	
3	TU-F,M	6A-7A		WAKE UP WITH THE WAGNERS	:30	\$1,000.00	10/09-10/15	5	1	5	\$5,000.00	
4	TU-F,M	7A-9A		TODAY SHOW	:30	\$1,500.00	10/09-10/15	5	1	5	\$7,500.00	
5	SA	6A-7A		NEWS 3 AT SUNRISE	:30	\$375.00	10/13-10/13	2	1	2	\$750.00	
6	SA	7A-9A		SATURDAY TODAY	:30	\$625.00	10/13-10/13	2	1	2	\$1,250.00	
7	SU	6A-7A		NEWS 3 AT SUNRISE	:30	\$375.00	10/14-10/14	1	1	1	\$375.00	
8	SU	7A-8A		TODAY ON SUNDAY	:30	\$750.00	10/14-10/14	1	1	1	\$750.00	
9	SU	9A-930A		NEWS 3 TODAY/WKEND	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
10	SU	930A-10A		CHRIS MATTHEWS SHOW	:30	\$600.00	10/14-10/14	1	1	1	\$600.00	
11	TU-F,M	9A-10A		TODAY SHOW II	:30	\$750.00	10/09-10/15	5	1	5	\$3,750.00	
12	TU-F,M	10A-11A		TODAY SHOW III	:30	\$325.00	10/09-10/15	5	1	5	\$1,625.00	
13	TU-F,M	11A-12P		RACHEL RAY	:30	\$325.00	10/09-10/15	7	1	7	\$2,275.00	
14	TU-F,M	12P-1230P		NEWS 3 AT NOON	:30	\$425.00	10/09-10/15	5	1	5	\$2,125.00	

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Station	KSNV-TV LAS VEGAS, NV.	Advertiser	() DEM CNG CMP COMM.	Product	Agency () GREAT AMERICAN MEDIA	07/30/2012 4:03 PM	08/02/2012 9:14 AM				
Estimate#	1200	DCCC	3050 K ST NW WASHINGTON, DC 20007	Flight Dates	Agency CPI/PZE 11/14/1200	Flight Dates	Agency CPI/PZE 10/09/2012 - 10/15/2012				
Buyer	Katie Keuleman	Phone#	Fax#	Hiatus Weeks	Salesperson Phone#	Salesperson FAX#					
LT	In	Day	Time	Program	Len	Rate	Dates				
15	TU-F,M		1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	10/09-10/15	5	1	5	\$1,625.00
16	TU-F,M		2P-3P	THE DOCTORS	:30	\$325.00	10/09-10/15	5	1	5	\$1,625.00
17	TU-F,M		3P-4P	DR. PHIL	:30	\$450.00	10/09-10/15	5	1	5	\$2,250.00
18	TU-F,M		4P-430P	FIRST NEWS 3 AT FOUR	:30	\$725.00	10/09-10/15	5	1	5	\$3,625.00
19	TU-F,M		430P-5P	NEWS 4 AT 430P	:30	\$725.00	10/09-10/15	5	1	5	\$3,625.00
20	TU-F,M		5P-630P	EARLY NEWS	:30	\$1,200.00	10/09-10/15	5	1	5	\$6,000.00
21	SA		5P-630P	KSNV EARLY NEWS	:30	\$675.00	10/13-10/13	1	1	1	\$675.00
22	TU-F,M		7P-730P	WHEEL OF FORTUNE	:30	\$1,300.00	10/09-10/15	4	1	4	\$5,200.00
23	TU-F,M		730P-8P	FACE TO FACE	:30	\$900.00	10/09-10/15	5	1	5	\$4,500.00
24	SA		7P-8P	JEOPARDY/ WHEEL OF FORTUNE	:30	\$525.00	10/13-10/13	2	1	2	\$1,050.00
25	M		8P-10P	THE VOICE	:30	\$4,000.00	10/15-10/15	2	1	2	\$8,000.00
26	SU		830P-930P	NEWS AFTER NFL	:30	\$1,800.00	10/14-10/14	1	1	1	\$1,800.00
27	SU		10P-11P	LAW & ORDER	:30	\$1,200.00	10/14-10/14	1	1	1	\$1,200.00
28	TU-F,M		11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,200.00	10/09-10/15	2	1	2	\$2,400.00
29	SA		11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	10/13-10/13	1	1	1	\$1,100.00
30	TU-F,M		1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$750.00	10/09-10/15	5	1	5	\$3,750.00

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Product DCCC

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Buyer Katie Keleman

Phone#

Fax#

LT In Day Time Program

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Salesperson () AMY MCCREARY
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Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
:30	\$400.00	10/14-10/14	1	1	1	\$400.00	
:30	\$175.00	10/14-10/14	1	1	1	\$175.00	

—REPORT TOTALS—

Report Totals: 105 / \$78,550.00

—SALES MONTHLY TOTALS—

Oct 12: 105 / \$78,550.00

Sales Totals: 105 / \$78,550.00

Station Totals: 105 / \$78,550.00

Lines not sent/cld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CATV	KBLR	KING	KLAS	KSNV
	\$302,115	0%	0%	0%	30%	25%
		KTNV	KTUD	KVCW	KVMY	KVVU
		20%	1%	2%	1%	20%
		XXXX				
		0%				

—COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

—Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFT 8/12

—CREDIT RISK—
CASH IN ADVANCE

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